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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appl. No. : 10/810,464 Confirmation No. 9324  
Applicant : Cunningham  
Filed : 03/25/2004  
TC/A.U. : 2143  
Examiner :  
Docket No. : U000-P04042US  
Customer No. : 33356

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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| <input checked="" type="checkbox"/> | Copies of the references listed on the attached form PTO/SB/08A and PTO/SB/08B are enclosed. Copies of US patents and patent applications are not enclosed. |
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**This Information Disclosure Statement is being filed under:**

<input checked="" type="checkbox"/> 37 CFR 1.97(b)(3)	Before the mailing of a first Office action on the merits.
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Respectfully submitted,

Date: June 15, 2005

  
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Joel G. Landau, Reg. No. 54,732

SoCal IP Law Group LLP  
310 N. Westlake Blvd., Suite 120  
Westlake Village, CA 91362  
Telephone: 805/230-1350  
Facsimile: 805/230-1355  
e-mail: [info@socalip.com](mailto:info@socalip.com)

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By: Maggie Farnsworth  
Maggie Farnsworth



PTO/SB/08A (08-03)

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STATEMENT BY APPLICANT**

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Sheet 1 of 5

Application Number	10/810,464
Filing Date	03/25/2004
First Named Inventor	Cunningham
Art Unit	2143
Examiner Name	

Attorney Docket Number U000-P04042US

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US- 6,009,409	12-28-1999	Adler	
		US- 5,933,811	08-03-1999	Angles	
		US- 5,019,963	05-28-1991	Alderson	
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		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
		WO 98/35300	08-13-1998	Ambrose		
		EP 0 822 535 A2	02-04-1998	Apte		
		WO 00/54201	09-14-2000	Hiitsuka		
		EP 1 083 504 A2	03-14-2001	Hiitsuka		
		WO 97/27531	07-31-1997	Itakura		
		WO 97/32257	09-04-1997	Itakura		

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Sheet 2 of 5

Application Number 10/810,464

Filing Date 03/25/2004

First Named Inventor Cunningham

Art Unit 2143

Examiner Name

Attorney Docket Number U000-P04042US

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		US- 2003/0023488	01-30-2003	Landsman	
		US- 6,009,410	12-28-1999	LeMole	
		US- 5,721,827	02-24-1998	Logan	
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		WO 97/32258	09-04-1997	Itakura		
		WO 97/43724	11-20-1997	Itakura		
		WO 97/46946	12-11-1997	Itakura		
		WO 98/13761	04-02-1998	Itakura		
		WO 97/21183	06-12-1997	Naqvi		
		JP 3114348	05-15-1991	Takahashi		

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Sheet 3 of 5

Application Number 10/810,464

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Art Unit 2143

Examiner Name

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		US- 5,855,008	12-29-1998	Goldhaber	
		US- 6,169,542	01-02-2001	Hooks	
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		US- 5,781,894	07-14-1998	Petrecca	
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		US- 6,356,893	11-10-1998	Itakura	
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		WO 97/07656	03-06-1997	Barkat / Rakavy		
		EP 0 811 942 A2	12-10-1997	Cheng		
		WO 00/75850	12-14-2000	Haitsuka		
		WO 01/04788	01-18-2001	Haitsuka		
		CA 2,244,002	07-31-1997	Itakura		
		CA 2,247,325	09-04-1997	Itakura		

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Sheet	14	of	15

## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

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Sheet 4 of 5

#### **U. S. PATENT DOCUMENTS**

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		EP 0 749 081	12-18-1996	Reilly	
		WO 97/40514	10-30-1997	Shaw	
		EP 923036	12-11-1997	Itakura	
		WO 97/40601	10-30-1997	McAuliffe	
		WO 97/40447	10-30-1997	Marsh	
		WO 00/75822	12-14-2000	Raheman	

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Sheet	5	of	5	Attorney Docket Number	U000-P04042US

<b>NON PATENT LITERATURE DOCUMENTS</b>					
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T <sup>2</sup>
		BRAJNICK, A Shell for Developing Non-Monotonic User Modeling Systems California Digital Library International Journal of Human-Computer Studies, pp. 31-62, vol. 40, no.1			
		DEDRICK, Interactive Electronic Advertising, IEEE Multimedia 1994 (Intel Architecture Labs)			
		DEDRICK, A Consumption Model for Targeted Electronic Advertising, IEEE Multimedia pp 41-49 (Intel Architecture Labs) Summer 1995			
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		PAZZANI, Learning from hotlists and coldlists: Towards a WWW information filtering and seeking agent Dept. Information & Computer Science UC Irvine, 5/19/1998			

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